1996

Forsyth Tobacco

PLANNING GUIDE

51861 9040

R.J. REYNOLDS TOBACCO COMPANY

Source: https://www.industrydocuments.ucsf.edu/docs/phvn0000

1996

Forsyth Tobacco

PLANNING GUIDE

FORSYTH TOBACCO PRODUCTS ADVANCE ACCRUAL PROGRAM

The Forsyth Tobacco Alliance Accrual Program was developed in January 1995. Based on the customer's [illegible] purchases, the funds are added to the customer's Alliance Accrual account at the end of every month.

This brochure has been developed to assist you in working with your Forsyth customers to establish promotions and programs to grow the customer's brand and ensure the success of our business partnership. Alliance Accrual funds can be used to purchase items on this brochure.

ORDERING PROCEDURES

Forsyth Order Forms are available through [illegible] Sales Representatives.

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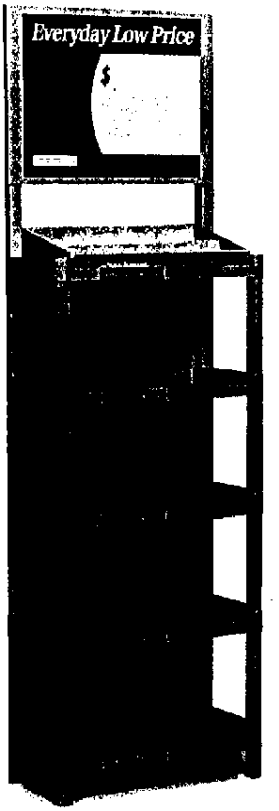
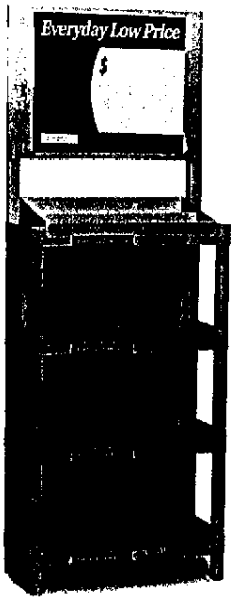
FORSYTH TOBACCO PRODUCTS PERMANENT DISPLAYS

FORSYTH MODULAR
FLOOR DISPLAY
ITEM#: 487376

DIMENSIONS
Height - 73 3/4"
Width - 24"
Depth - 11 3/4"

Carton Capacity - 100
Pack Capacity - 90
Packed 1 per case
POS included





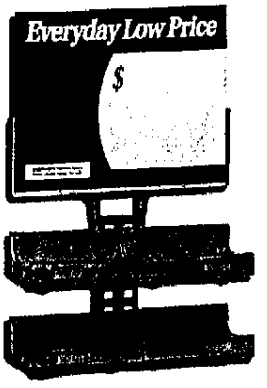
Height of Modular Floor Display can be adjusted by removing individual shelves

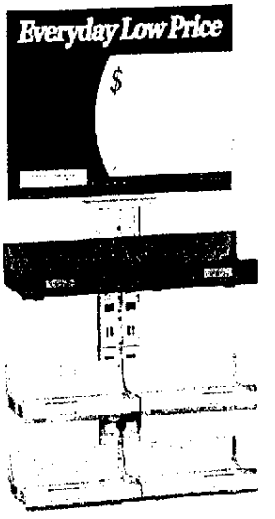
Shelf Height - 11 1/2"

PACKAGE DISPLAY*
(4 TRAY)
ITEM#: 364179

DIMENSIONS
Height - 14 1/8"
Width - 13 3/4"
Depth - 5 5/8"

Carton Capacity - 60
Packed 4 per case
POS included





PACKAGE ADD ON*
ITEM#: 364366
(use with #364179)

DIMENSIONS
Height - 2 3/8"
Width - 7"
Depth - 5 5/8"

Carton Capacity - 30
Packed 4 per case
Shelf strip included
Header card not included

*UPON DEPLETION OF INVENTORY THESE TWO UNITS WILL BE REPLACED WITH COMPARABLE DISPLAYS

ALL POS SHOWN ON THIS PAGE REQUIRES LARGE PACK STICKERS

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These Items Are Provided At NO CHARGE.

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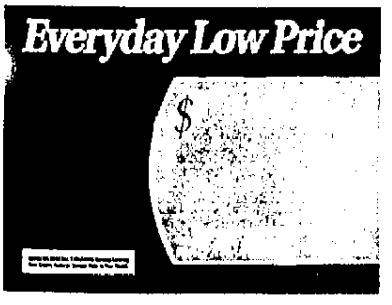
FORSYTH TOBACCO POINT OF SALE

**19" CANOPY CARD, 19" x 8 1/4"
ITEM #468173

**PUMP TOPPER, 21 1/2" x 12 1/2"
ITEM #394891

*24 INCH PACKAGE MERCH CARD, 18 3/8" X 3 1/4"
ITEM #394858

CHANNEL STRIP, 13 11/16" X 1 3/16"
ITEM #394869



**DUMP BIN RISER, 14" X 17 1/4"
ITEM #403911

SMALL PPD CARD, 4 7/16" X 9 1/4"
ITEM #432636

**EXTENDED LARGE PPD CARD,
13 7/16" X 10 1/2" – ITEM #394847

*LARGE PPD CARD, 13 7/16" X 4 7/16"
ITEM #394902

SHELF STRIP, 12 1/4" X 4 7/16"
ITEM #394880

*Requires
Small Pack
Sticker

**Requires
Large Pack
Sticker

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These Items
Are Provided At
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FORSYTH TOBACCO VPR

(INSTANTLY REDEEMABLE)

Item # 460032

Item # 460035

Item # 460020

Item # 464090

Item # 464084

Item # 464984

VPR PRODUCTION/HANDLING COST

***$5.00 PER ROLL**

(500 VPR'S PER ROLL)

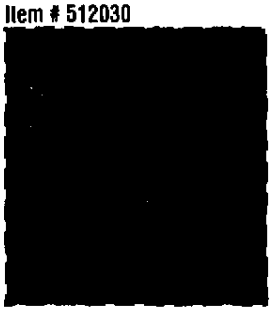
*These costs include charges for printing, packing and shipping. Costs are for full roll increments.

COST FORMULA

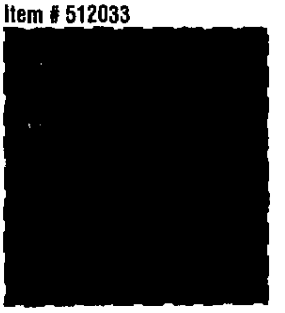
TOTAL VPRs_____x VPR FACE VALUE_____+ PRODUCTION/HANDLING = PROGRAM COST

FORSYTH TOBACCO STORE COUPON

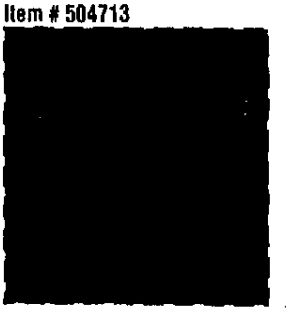
Item # 512030



Item # 512033



Item # 504713



COUPON PRODUCTION/ HANDLING COST

500 PER SKU	PRODUCTION COSTS	HANDLING COST	REDEMPTION COST	TOTAL COST
$1.00	$5.00	$60.00	$500.00	$565.00
$1.50	$5.00	$60.00	$750.00	$815.00
$2.00	$5.00	$60.00	$1000.00	$1065.00

RJR Coupon Redemption will rebate handling allowance at the time of redemption

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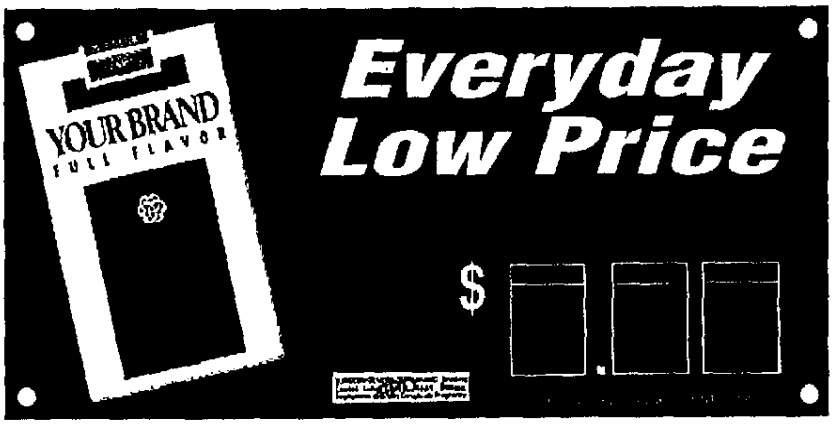
FORSYTH TOBACCO CUSTOM POINT OF SALE



POCKET PRICING BANNER

ITEM #08A – 5' X 3' PROMOTIONAL PRICING BANNER WITH POCKETS

DESCRIPTION: Standard P.O.S. Banner with Custom Brand Logo, Everyday Low Price, and Number Inserts for Custom Price Point.

SIZE: 5' X 3' Banner with Three Clear Pockets and sets of Paper Number Inserts

IMPRINT: Three color imprint

DETAILS: Made of 8 mil White Polyethylene, hemmed with grommets and cording.

SHIPPING: F.O.B. Final Destination

In addition to the Pocket Pricing Banner we can provide many other Custom Point of Sale Pieces such as:

- Ceiling Posters
- Decal Pricing Banners
- Change Mats
- Riser Cards

Notify The Premium Source, Customer Service at 910-724-7221.

QUANTITY	# OF CASES	UNIT COST	TOTAL COST*	LEAD TIME
10	1	$82.55	$825.50	4 WEEKS
25	1	$44.84	$1,121.00	4 WEEKS
50	2	$41.82	$2,091.00	4 WEEKS
100	4	$29.55	$2,955.00	4 WEEKS
250	10	$20.38	$5,095.00	4 WEEKS
300	12	$17.88	$5,364.00	4 WEEKS
350	14	$17.57	$6,149.50	4 WEEKS
400	16	$17.28	$6,912.00	4 WEEKS
450	18	$17.02	$7,659.00	4 WEEKS
500	20	$16.27	$8,135.00	4 WEEKS
750	30	$15.79	$11,842.50	4 WEEKS
1000	40	$15.06	$15,060.00	5 WEEKS
1500	60	$14.18	$21,270.00	5 WEEKS
2000	80	$13.26	$26,520.00	5 WEEKS
2500	100	$12.95	$32,375.00	5 WEEKS

*Includes regular UPS shipping. Pricing valid through April, 1997.

FORSYTH TOBACCO PREMIUMS

CIGARETTE LIGHTERS

ITEM #0011 – WHITE SNAP-LITE CHILD RESISTANT DISPOSABLE LIGHTER.

IMPRINT: One color – Red

In addition to the Child Resistant Lighter we can provide many other options such as:

- Travel Mugs
- Playing Cards
- Flash Lights
- Sports Bottles

Notify The Premium Source, Customer Service at 910-724-7221.

QUANTITY	# OF CASES	UNIT COST	TOTAL COST*	LEAD TIME
5,000	5	$0.34	$1,700.00	3 WEEKS
10,000	10	$0.34	$3,400.00	3 WEEKS
15,000	15	$0.34	$5,100.00	3 WEEKS
25,000	25	$0.34	$8,500.00	4 WEEKS
50,000	50	$0.34	$17,000.00	5 WEEKS
75,000	75	$0.33	$24,750.00	5 WEEKS
100,000	100	$0.32	$32,000.00	6 WEEKS
200,000	200	$0.31	$62,000.00	8 WEEKS

*Includes regular UPS shipping. Pricing valid through April, 1997.

WATCH FOR OUR SPECIAL PROMOTION OFFERS!

TV GUIDE PROGRAM - NOTIFY FORSYTH TOBACCO 910-724-7221 OR 910-744-0470

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ITEM #518981

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